

# FRESNO CALIFORNIA

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## AMAZON HQ2 PROPOSAL

### Fresno Fast Facts

- Centered in the World's 6th Largest Economy
- California's 5th Largest City
- 45 minutes from Two International Airports
- Birthplace of High-Speed Rail in the U.S.
- Home of the Amazon Community Fund



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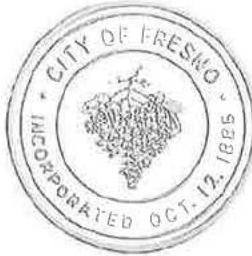
## CONTACT



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In partnership with





## MAYOR LEE BRAND

October 18, 2017

Mr. Jeff Bezos  
Amazon, Inc.  
Seattle, WA

Dear Mr. Bezos:

On behalf of the City of Fresno, I am submitting our package for the Amazon Headquarters Two (HQ2) project. I am excited for this opportunity because Fresno is the perfect location for your company's new headquarters.

Before I go into the details of my proposal, I want you to know something about me and my commitment to Fresno. I take my role as Mayor of Fresno very personally and very seriously. My family has deep roots in Fresno. My grandfather immigrated to Central California from Italy in 1915. As the third generation of my family, I have lived in Fresno for over 60 years, going to local schools and graduating from Fresno State University. My wife Trish grew up in Fresno and we have been married for over 38 years and have four children and four grandchildren. I owned a local successful property management company for over 35 years, which I sold to my partner prior to becoming Mayor of Fresno in January of this year. My family and I are vested in this community and my heart will always belong to Fresno.

Fresno may seem like an unlikely choice for the HQ2 project, but we are much like Seattle was back in 1994, the year Amazon was founded. In the mid-1990s, Seattle's population was around 525,000, it was struggling economically and was in no way the technology hub it is today. In many ways, this is the Fresno of 2017. Like Seattle, Fresno's proposal shows that we are a diamond in the rough that is already changing and making positive changes that would pay handsome dividends on your HQ2 investment far into the future.

The attached package includes the details of our proposal. I want to take this opportunity, however, to highlight four exceptional elements of the City's – or, more accurately, the Fresno Metropolitan Statistical Area's – proposal that I think sets us apart from any of the other cities or regions that you will hear from in your selection process. The combinations of these four elements have no parallel in North America.

First of all, the City of Fresno is the epicenter of North America's first high-speed rail line, a project that will connect the City to the population centers, corporate headquarters and deep talent pools of the Bay Area and Southern California. Downtown Fresno will be the location of the first high-speed rail station in the United States. No other city or region across the continent can boast of this transportation connectivity. Second, our unique Amazon Community Fund is a far better and, in many ways, revolutionary alternative to any sort of traditional incentive program you will be

offered by other cities. The Amazon Community Fund will ensure your investment's sustainability for all socio-economic classes for the next hundred years. Third, the speed to market for which the City of Fresno can deliver entitlements and permitting for the project areas is unprecedented in California. Fourth, locating HQ2 in Fresno will be a boon to our growing tech sector and the catalyst Fresno and Central California need to complete the historic socio-economic turnaround that is currently occurring in this region.

### **Fresno and California's High Speed Rail System**

As you and your site-selection team are no doubt keenly aware, the first and most important aspect of siting a project the size of HQ2 requires access to an exceptionally talented workforce over the next 25 years. California's high-speed rail network, which is currently under construction in Fresno, is the workforce answer. The first phase of the project is scheduled to start service in 2025, and will connect Fresno to San Jose. This will put Fresno within a one hour train ride of the exceptional talent of the Silicon Valley.

Four years later, Phase Two will connect to San Francisco in the north and Los Angeles in the south. This project will knit California together – with Fresno at the center – in a way that has never before been possible. Right now, highly paid technology workers are seeking homes further and further away from their Bay Area jobs so they can afford to provide for their young and growing families. These technology workers are looking for a quality, affordable lifestyle instead of "just getting by" economically.

Already, talented people with Bay Area jobs are buying homes in the Fresno and the greater San Joaquin Valley. Fresno has some of the most affordable housing in California with the median price of a home at \$259,000 according to the California Association of Realtors most recent report. By contrast the median price of a home is \$856,200 in the San Francisco Bay Area and \$499,940 in the Los Angeles Metropolitan Area.

High-speed rail will give technology workers the ability to live in Fresno or the Silicon Valley and travel back-and-forth in about an hour. This will be a commute not of sitting in traffic behind the wheel of a car, but instead on a train where employees or managers will be able to use the time productively while connected to Wi-Fi. Eventually, the rail system will reach Anaheim, San Diego and Sacramento, putting Fresno no more than 90 minutes from every major metropolitan area in California, the nation's largest state with more than 39 million people. It is the first North American high-speed rail system with a station in Downtown Fresno that makes the Amazon HQ2 project a perfect and unique fit for Fresno.

### **The Amazon Community Fund**

The next aspect of our proposal that I would like to highlight is what we are calling the "Amazon Community Fund." Other cities will undoubtedly propose all sorts of incentives to lure Amazon to their community. Fresno, however, is choosing not to offer any incentives. To reiterate, we propose no direct funding for this project. Instead, we are offering an innovative and creative avenue to enhance and build a sustainable community around the HQ2 project.

Our unique proposal is to enter into a 100-year agreement that will place 85% of every tax dollar this project generates into the Amazon Community Fund. This fund will be jointly controlled and administered by a committee of City leaders and Amazon executives to enhance and address community impacts generated by the HQ2 project. As envisioned, the committee could set aside 25% of all of the funds generated by the project to provide workforce housing, 25% for transportation infrastructure in support of the project, 10% for parks and biking trails to support the company's workforce, another 10% for STEM education in area schools and the balance for public safety and other core City services.

Whatever Amazon paid in taxes would be used to support the workforce and build the infrastructure needed to sustain the HQ2 project – and the community – for the next century. Additionally, the City would take steps to ensure the community knows which projects were funded by the Amazon Community Fund. This approach makes HQ2 a win for both company and community over the next hundred years.

### **Sixty Days to Construction**

The next aspect of the Fresno proposal I would like to discuss is the project's speed to market. In 2016, Fresno completely updated its General Plan. Concurrent with the General Plan update, we updated and approved a master environmental impact report as required by the California Environmental Quality Act. In conjunction with the General Plan update and the master environmental impact report, Fresno rezoned all the parcels within the City to be consistent with the new General Plan. Translated, this means if the HQ2 project were located in downtown Fresno, construction could begin within 60 days of submission of construction plans for either tenant improvements for an existing building or a build-to-suit program.

Additionally, as you are aware, Amazon's latest e-commerce fulfillment center is currently under construction in south Fresno. The feedback that we received from Amazon representatives, your developer, Seefried, and your financial partner, Dermody Properties, has been tremendous. They have told us they've never had such a business-friendly reception and positive working relationship as they have experienced in Fresno. They provide high marks and hold in high regard our development team and how we've handled every aspect of the fulfillment center project. The HQ2 project would be handled in the same efficient and expeditious fashion as Amazon's current fulfillment center. I think it is safe to say there are few communities in the United States or Canada that will be able to begin construction within 60 days of submission of construction documents.

### **The Catalyst to Transform Fresno and Central California**

The final argument for Fresno's proposal is the truly transformative impact the HQ2 project would have on our community and for our burgeoning tech sector. Fresno and the region are in the middle stages of transforming from an economic model dependent on agriculture to a diversified model with many economic drivers. For all of my sixty plus years in Fresno, I have watched our unemployment rate consistently be twice the state average. We are finally turning that around with my administration's goal of bringing 20,000 new jobs to the region. 10,000 of those jobs are coming from current and planned projects such as Amazon and Ulta e-fulfillment centers, LED

Mr. Jeff Bezos  
October 18, 2017  
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light manufacturing, etc., and another 10,000 will be indirect jobs in supporting businesses.

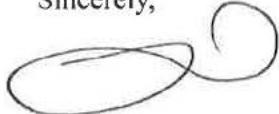
Fresno also has a burgeoning tech industry, led by a rapidly growing company known as Bitwise Industries. Featured in a March 14, 2015 Atlantic article by James Fallows, Bitwise Industries has made significant investments in Downtown Fresno using tech-promotion and startup efforts that have been successful in other areas. As Bitwise continues to grow, more tech companies are locating here and others are planning to locate in Fresno.

The HQ2 project would be transformative on a level rarely, if ever, seen in the United States. As I have watched Amazon grow and prosper, it is clear that a fundamental tenet of your corporation is social responsibility and being a positive contributor to the communities where you locate. We are witnessing that first-hand with your Fresno fulfillment center. As you know, robust social responsibility is not just a “feel good” policy, but also makes good business sense. Locating HQ2 in Fresno would not only build another successful technology community, it would also offer additional proof that Amazon right now is one of the world’s leading change agents. Locating this project in Fresno is the kind of game-changing project that I imagine Amazon, and you Mr. Bezos, would like to embrace as your own.

I would also like you to know that an investment in Fresno would be an investment in a city that is well-managed and on the move. In 2013, Fresno had a junk bond credit rating. **Time Magazine** profiled Fresno as “the next city” that would file for bankruptcy after Detroit. Through strong leadership and fiscal discipline, we were able to survive the Great Recession and emerge stronger. We paid off \$36 million in internal loans, successfully re-negotiated labor contracts and started re-hiring police officers and other new City employees. Earlier this year, Fresno’s credit rating was upgraded from junk bond status to A+ by Standard and Poor’s and Moody’s, allowing the City to refinance debt at substantially lower interest rates, saving nearly 40 million dollars. In addition, Fresno is only one of a handful of cities in the country with a fully-funded pension system.

As you will see in the attached proposal, we will elaborate in detail on the vision I have outlined in this letter. I would ask that you allow Fresno to move to the next step of the selection process, which would give us a chance to truly lay out an all-encompassing vision of the opportunities and possibilities that Fresno can offer. While considering Fresno may seem somewhat counterintuitive, you will find that this City will surprise you. Already, good things are happening and the future is looking bright. Thank you again for your consideration and I look forward to providing you additional information at the next step in the selection process. If you have any questions, please feel free to call me directly at (559) 905-5080, or you may contact my Director of Economic Development, Larry Westerlund at (559) 799-7991 or larry.westerlund@fresno.gov.

Sincerely,



Lee Brand  
Mayor, City of Fresno

# HIGH-SPEED RAIL

**TRANSBAY TRANSIT CENTER** STOCKTON

**MILLBRAE** **HOWARD** **ROCKFORD** **SACRAMENTO** **ST. LOUIS** **MOPESTO**

**SAN JOSE**

**GILROY**  
California

An aerial photograph of the Kings/Tulare Regional Station area. The station building is visible in the foreground. In the background, the city of Visalia is to the west, and the cities of Tulare and Fresno are further west. The area is characterized by agricultural land and some urban development.

California High-Speed Rail System Map



# CALIFORNIA HIGH-SPEED RAIL



## Born in Fresno

The nation's first high-speed rail (HSR) project broke ground in Downtown Fresno on January 6, 2015, marking the beginning of the high-speed rail era for the United States. Our region will now be the starting point of a high-speed rail network that will one day span the entire state, **beginning with the first operational segment between the San Joaquin Valley and Silicon Valley in 2025**, before advancing to a 500-mile system connecting San Francisco to Los Angeles by 2029.



2015 HSR Ground breaking Ceremony

## It's Happening

The construction of high-speed rail's "Backbone" is well underway in Fresno and surrounding communities. In addition to the billions of dollars directly invested on HSR infrastructure, the City of Fresno has received an excess of a \$100 million from the California High-Speed Rail Authority (Authority) for related road and highway infrastructure upgrades, improving Fresno's overall transportation network.



HSR Construction Sept. 2017 - Fresno River Viaduct



HSR Construction Oct. 2017 - Cedar Viaduct

## Downtown Fresno Station

Fresno's Downtown high-speed rail station will be the first to be built for the project. The City of Fresno is coordinating with the Authority to ensure the HSR station and development plans for the Fresno Station District are integrated into the overall HSR system and best position Fresno for success. The **Fresno Station District** is centered around the  $\frac{1}{4}$  mile radius of the planned HSR station and encompasses roughly 200 acres of land in Downtown Fresno.



Conceptual - Downtown Fresno Station



FLY CALIFORNIA

# CALIFORNIA HIGH-SPEED RAIL

## Valley to Valley in 45 Minutes by 2025

The first and initial operational segment (IOS) of the high-speed rail project is slated to open by 2025. The IOS will connect the San Joaquin Valley to Silicon Valley at 220 miles per hour. **The travel time between a non-stop ride between Fresno and San Jose is estimated to be between 45 minutes and 53 minutes.** This puts Fresno less than an average Bay Area commute away from Silicon Valley's highly-skilled workforce and Mineta San Jose International Airport (SJC).

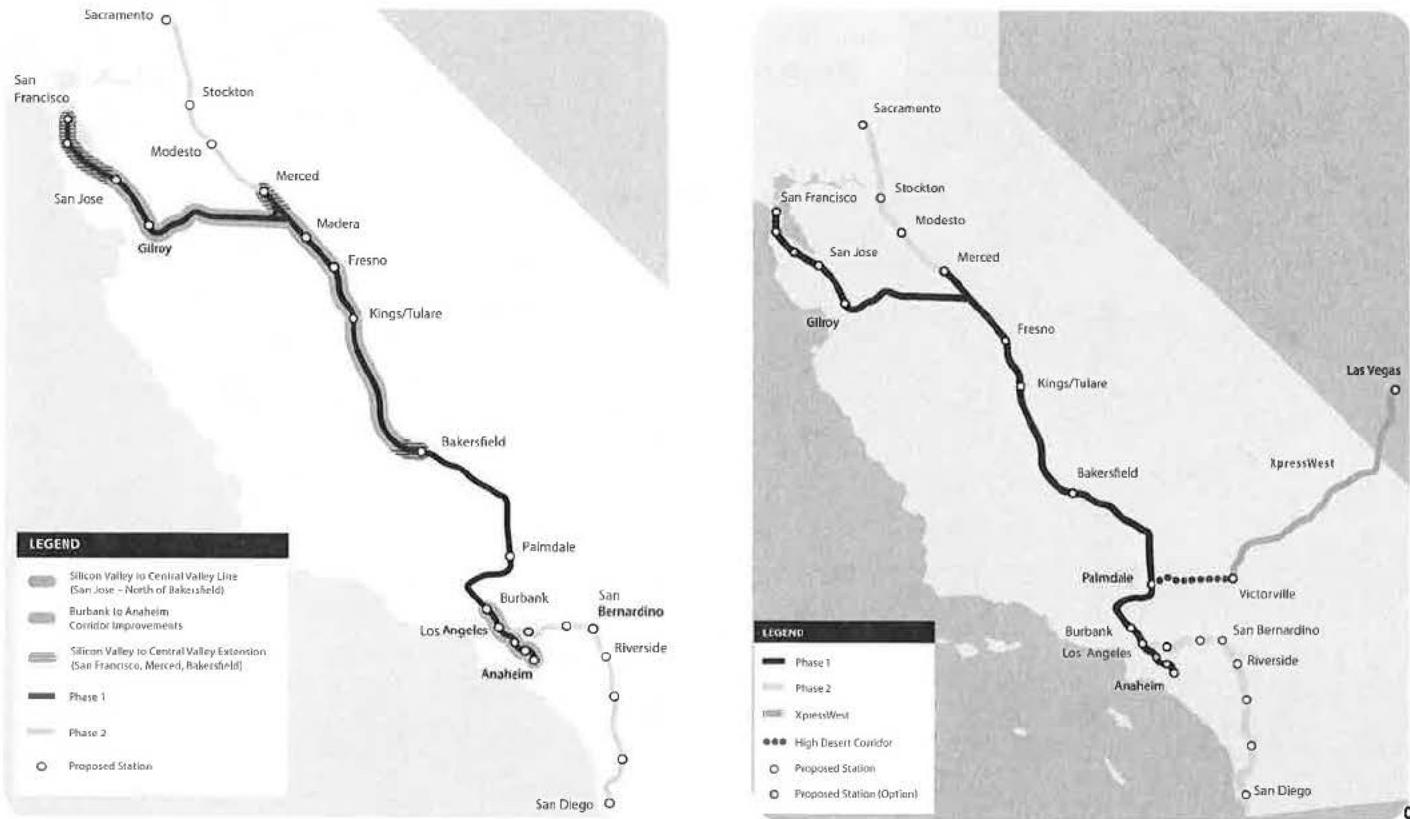
## Service Plan

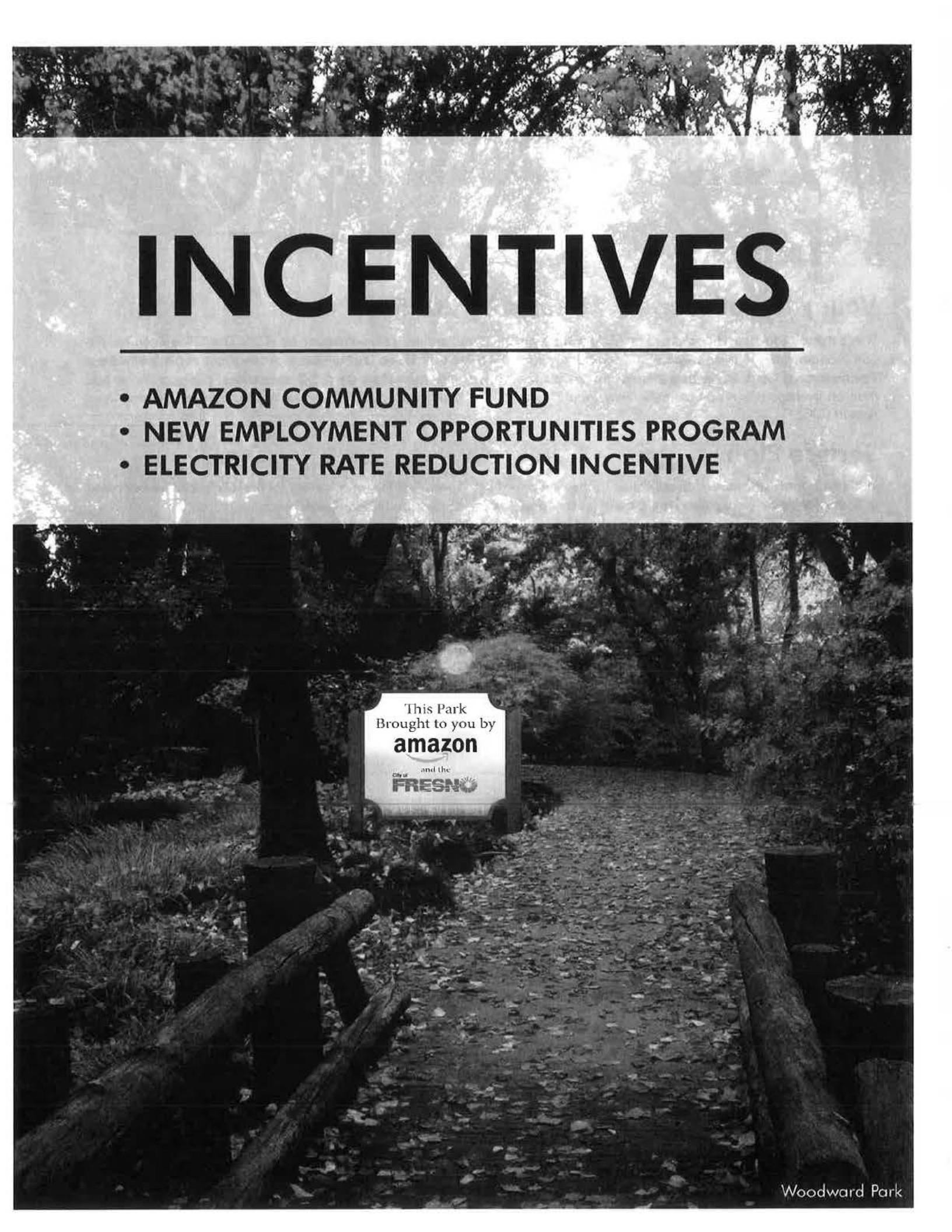
In the most recent Business Plan published by the California High-Speed Rail Authority, service for the IOS in 2025 is estimated at **2 trains per hour during peak hours** and 1 train per hour during non-peak hours.

| Estimated HSR Travel Time (minutes) from Fresno |                       |                            |                              |                                   |                      |
|---|-----------------------|----------------------------|------------------------------|-----------------------------------|----------------------|
| HSR Station                                     | San Jose <sup>1</sup> | San Francisco <sup>2</sup> | Burbank Airport <sup>2</sup> | Downtown Los Angeles <sup>2</sup> | Anaheim <sup>2</sup> |
| Fresno  | 45 - 53 minutes       | 102                        | 83                           | 95                                | 141                  |

1. IOS completion in 2025; 2. At Phase 1 completion in 2029

## Systemwide Maps





# INCENTIVES

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- AMAZON COMMUNITY FUND
- NEW EMPLOYMENT OPPORTUNITIES PROGRAM
- ELECTRICITY RATE REDUCTION INCENTIVE



This Park  
Brought to you by  
**amazon**  
and the  
**FRESNO**

# AMAZON COMMUNITY FUND



## What is the Amazon Community Fund?

The Amazon Community Fund (ACF) is a unique and innovative way to address the myriad of issues and challenges that could arise from a development as large as the HQ2 project. The ACF would ensure that sufficient funds are set aside to enhance and comprehensively address these issues.

The ACF would be established as a legal agreement between the City of Fresno and Amazon.com, Inc. This agreement would commit all of the taxes and fees generated from Amazon to the City of Fresno for a term of 100 years. The agreement would lay out how the City and Amazon would jointly spend those funds over the term of the agreement to enhance Amazon's local investment and find solutions for the growth-induced challenges a project of this magnitude would produce.

Today, cities with thriving technology companies, such as the Bay Area, are grappling with the hyper-growth that accompanies that success. A lack of affordable housing, overworked infrastructure and strained public services are just some of the serious issues facing these cities. The workforce bears the brunt of these challenges as they are pushed further and further into the suburbs in search of affordable housing. This means longer work commutes and a poorer quality of life as employees slog through freeway commutes, often in bumper-to-bumper traffic, for hours each workday. In some areas, traffic congestion is up 80% since 2010. This increased commuter traffic also puts a greater strain on local and regional infrastructure. This has become such a problem that major technology companies have recently announced plans to invest in and build affordable housing next to their headquarters and other facilities. These technology companies are now going to spend tens of millions of dollars to address an issue that is the result of their success.

The ACF would provide for an ongoing and sustainable funding source for the inevitable success that will result from the HQ2 project and would allow for the Amazon investment in its new headquarters to continue to prosper far into the future.

Under the proposal, ACF funds would be controlled by a joint Amazon-City of Fresno oversight committee. As envisioned, two Amazon officers sitting with the Mayor of Fresno, the Fresno City Council President and a community representative would constitute the core of the oversight committee.

The committee would decide how the funds would be spent and on what projects. It would be staffed by City of Fresno employees. All construction projects approved by the joint committee would be completed via City-issued contracts. Work would be overseen by the City's Public Works Department, with direct accountability to the joint committee.

It is estimated that the HQ2 project will generate hundreds of millions of dollars over the coming 100 years. We propose that the revenue placed into the ACF would be spent in the following manner:

**25% = Workforce housing**

**25% = Transportation and infrastructure projects**

**10% = Parks, cultural amenities**

**10% = STEM education projects**

**15% = Undesignated funds for unforeseen issues**

85% of tax revenue streams

15% = traditional City and County services (unrestricted)

This Park  
Brought to you by

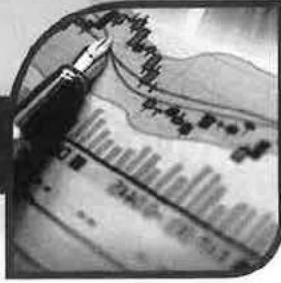
**amazon**

and the  
**FRESNO**

All of the projects funded by the ACF would be announced and advertised as "This project brought to you by the Amazon Community Fund." The community fund projects would give Amazon credit for the funding of each project. The potential negative impacts from a project would be turned into positives, giving Amazon credit for mitigating it.

**This unique, business-friendly, innovative program would allow for Amazon's investment in its HQ2 project to continue to grow and prosper over the next hundred years.**

# OTHER LOCAL INCENTIVES



## Additional Incentives to Promote Inclusive Growth

### New Employment Opportunities (NEO) Program

Fresno County only wage reimbursement hiring program available to employers hiring qualified Fresno County residents.

**100% reimbursement** for first 3 months • **75% reimbursement** for months 4-6

Additionally, the County of Fresno could cover necessary training costs to ensure job seekers are job-ready.



### The Fresno Bridge Academy

Similar to the NEO program, the Fresno Bridge Academy provides employers a wage reimbursement for hiring qualified Fresno County residents. The reimbursement options are outlined below:

**Level One:** Reimbursement for positions paying \$12.00 per hour or greater. Employers will be eligible to receive wage reimbursement of \$12.00 per hour as follows:

- Month 1-3: 100%
- Month 4-6: 75%

**Level Two:** Reimbursement for positions paying less than \$12.00 per hour. Employers will be eligible to receive wage reimbursement of up to 50% of the hourly wage:

- Month 1-2: 50%
- Month 3: 25%

### PG&E Economic Development Rate (EDR)

PG&E, the Governor's Office of Economic Development (GO-Biz), and the City of Fresno have teamed up to develop the Enhanced Economic Development Rate (EDR). Qualifying Fresno County businesses can receive a **30% enhanced rate reduction on monthly electricity costs** for 5 years. Qualifying businesses include those that are considering locating in California and have out-of-state options and anticipate a monthly energy load of at least 200kW or greater.

# WORKFORCE

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- LABOR FORCE
- OCCUPATIONAL WAGES
- HIGHER EDUCATION
- PRIMARY AND SECONDARY EDUCATION



Madden Library (northeast view), California State University, Fresno (Fresno State)



# WORKFORCE

## A Labor Force of Over 500,000 Workers

The Fresno-Madera MSA, with a labor force in excess of a half-million, has the ability to organically fulfill the initial needs of Amazon's HQ2 project. Between August of 2010 and 2017, the Fresno-Madera unemployment rate has decreased by 7.1%, with **a total of 57,300 jobs created.**

|                           |         |
|---------------------------|---------|
| Fresno-Madera Labor Force | 511,400 |
| Employed                  | 468,100 |
| Unemployed                | 43,300  |
| Unemployment Rate         | 8.5%    |

California Employment Development Department, Aug. 2017

## Plus a Labor Force of over 1 Million Workers a Commute Away

There is no question that when it comes to tech occupations, Silicon Valley has the largest and most skilled technology workforce in the United States. Access to this workforce via a 45 minute high-speed train ride commute gives Fresno an unparalleled **12th Man advantage** over other communities nationwide.

|                          |           |
|--------------------------|-----------|
| San Jose MSA Labor Force | 1,062,100 |
| Employed                 | 1,020,800 |
| Unemployed               | 41,200    |
| Unemployment Rate        | 3.9%      |

California Employment Development Department, Aug. 2017

## For Reference: Seattle/Bellevue/Everett Workforce

|                         |           |
|-------------------------|-----------|
| Seattle MSA Labor Force | 1,641,700 |
| Employed                | 1,581,300 |
| Unemployed              | 60,400    |
| Unemployment Rate       | 3.7%      |

Washington State, Employment Security Department  
Monthly Employment Report, August 2017



# OCCUPATIONAL WAGES



## Tech Related Occupational Wage Estimates May 2016

| Occupation Title                            | Avg Annual Wage |
|---|-----------------|
| Computer and Information Systems Managers   |                 |
| Fresno, CA MSA                              | \$126,170       |
| Silicon Valley (San Jose, CA MSA)           | \$195,260       |
| Seattle, WA MSA                             | \$154,870       |
| Computer Programmers                        |                 |
| Fresno, CA MSA                              | \$71,850        |
| Silicon Valley (San Jose, CA MSA)           | \$96,680        |
| Seattle, WA MSA                             | \$119,620       |
| Software Developers, Applications           |                 |
| Fresno, CA MSA                              | \$114,840       |
| Silicon Valley (San Jose, CA MSA)           | \$133,010       |
| Seattle, WA MSA                             | \$131,740       |
| Software Developers, Systems Software       |                 |
| Fresno, CA MSA                              | \$106,490       |
| Silicon Valley (San Jose, CA MSA)           | \$146,630       |
| Seattle, WA MSA                             | \$116,610       |
| Web Developers                              |                 |
| Fresno, CA MSA                              | \$65,980        |
| Silicon Valley (San Jose, CA MSA)           | \$102,080       |
| Seattle, WA MSA                             | \$95,140        |
| Network and Computer Systems Administrators |                 |
| Fresno, CA MSA                              | \$72,540        |
| Silicon Valley (San Jose, CA MSA)           | \$105,250       |
| Seattle, WA MSA                             | \$93,840        |
| Computer User Support Specialists           |                 |
| Fresno, CA MSA                              | \$46,450        |
| Silicon Valley (San Jose, CA MSA)           | \$74,990        |
| Seattle, WA MSA                             | \$58,700        |

## Other Related Occupational Wage Estimates May 2016

| Occupation Title                  | Avg Annual Wage |
|-----------------------------------|-----------------|
| Office Clerks, General            |                 |
| Fresno, CA MSA                    | \$32,630        |
| Silicon Valley (San Jose, CA MSA) | \$43,360        |
| Seattle, WA MSA                   | \$37,950        |
| Customer Service Representatives  |                 |
| Fresno, CA MSA                    | \$34,130        |
| Silicon Valley (San Jose, CA MSA) | \$50,000        |
| Seattle, WA MSA                   | \$39,670        |
| Human Resources Managers          |                 |
| Fresno, CA MSA                    | \$87,840        |
| Silicon Valley (San Jose, CA MSA) | \$164,920       |
| Seattle, WA MSA                   | \$124,260       |
| Human Resources Specialists       |                 |
| Fresno, CA MSA                    | \$59,090        |
| Silicon Valley (San Jose, CA MSA) | \$88,230        |
| Seattle, WA MSA                   | \$71,440        |
| Sales Managers                    |                 |
| Fresno, CA MSA                    | \$116,470       |
| Silicon Valley (San Jose, CA MSA) | \$158,440       |
| Seattle, WA MSA                   | \$134,810       |

Bureau of Labor Statistics, Metropolitan Area Occupational Employment and Wage Estimates, 2017

# HIGHER EDUCATION



## Universities



### Fresno State

California State University, Fresno, universally known as Fresno State, is the largest university located in central California with a student population of more than 24,000. Fresno State consists of eight schools and colleges and offers undergraduate, graduate, and doctoral degrees. Fresno State was recently ranked as the nation's **17th best national university** by Washington Monthly magazine.

#### Fresno State By the Numbers

Student Enrollment: **24,403**  
2015-16 Degree Recipients: **5,057**

#### Degrees Awarded by Department, 2011-12 to 2015-16

Information Systems & Decision Sciences: **163**  
Computer Engineering: **217**  
Computer Science: **163**  
Management: **831**



### University of California, Merced

UC Merced is the newest of the University of California campuses, located about 50 minutes north of Fresno. The university currently has a student enrollment of nearly 8,000 with undergraduate and postgraduate degrees available from three schools.

#### UC Merced By the Numbers

Student Enrollment: **7,967**  
2016-17 Degree Recipients: **1,368**

#### Degrees Awarded by Department, 2012-13 to 2016-17

Computer Science & Engineering: **239**  
Materials Science & Engineering: **42**  
Management: **606**



### Fresno Pacific University

Founded in 1944, Fresno Pacific University (FPU) is a private liberal arts university located in the City of Fresno. Current enrollment exceeds 3,500 with bachelor's and master's degree programs available from five schools.

#### Fresno Pacific By the Numbers

Student Enrollment: **3,520**  
Six-year Graduation Rate: **57%**

#### FPU offers the follow tech related undergraduate degrees:

Software Engineering  
Computer Information Systems

# HIGHER EDUCATION



## Community Colleges

### State Center Community College District

#### By the Numbers

Campuses: 5

Student Enrollment: 57,972

2015-16 Degree/Award Recipients: 3,212

#### Tech Related Degrees (Associate) Offered

- Business Administration - Information Systems Management
- Computer Science
- Information Systems - Networking
- Information Systems - Programming for the Web
- Information Systems - Web Design
- Information Systems - Web Programming and Design Option
- Information Systems - Help Desk

#### Tech Related Certificate Programs Offered

- Graphic Communications: Web Design Certificate
- Electrical Systems: Cisco CCNA Preparation Certificate
- Electrical Systems: Networking / Computer Technician Cert.
- Computer Information Tech: MCTS Networking Certificate
- Computer Information Tech: Networking/Computer Technician Certificate
- Computer Information Tech: Information Security I Certificate
- Computer Information Tech: Information Security II Certificate
- Computer Information Tech: Android Application Dev. Cert.
- Computer Information Tech: Apple IOS Developer
- Computer Information Tech: (micro) Computer Software Specialist Certificate
- Computer Information Tech: System Support Specialist Cert.
- Computers Information Technology: Web Developer Cert.
- Computer Information Tech: Web Page Development Cert.

#### Campuses

**Clovis Community College** Clovis, CA

**Fresno City College** Fresno, CA

**Reedley College** Reedley, CA

**Madera Community College Center** Madera, CA

**Oakhurst Community College Center** Oakhurst, CA

### West Hills Community College District

#### By the Numbers

Campuses: 3

Student Enrollment: 7,359

2015-16 Degree/Award Recipients: 1,437

#### Tech Related Degrees (Associate) and Certificate Programs Offered

- Computer Information Systems
- Computer Information Systems Certificate

#### Campuses

**West Hills College** Coalinga, CA

**West Hills College** Lemoore, CA

**West Hills North District Center** Firebaugh, CA

## Technical Training

### Bitwise Industries - Geekwise Academy

Located in Downtown Fresno, Geekwise Academy is an accelerated training program for current and aspiring computer programmers and developers. **The academy teaches students hard skills currently in-demand in the technology industry** with a variety of courses that are fast-paced, rigorous, and narrowly focused. Selected students then participate in an internship program that has been developed to bridge the gap between the students and their ability to move into roles as developers in the Fresno technology industry.



Fresno City College

# PRIMARY/SECONDARY EDUCATION

## School Districts

Fresno and Madera counties are home to 42 school districts consisting of over 233,000 students. The most notable of the school districts are Clovis Unified, Fresno Unified, Central Unified, and Golden Valley Unified.

### Clovis Unified School District

91% of students come from Fresno, CA and Clovis, CA.

Awards:

- Clovis Unified schools have been named numerous times to the **National Blue Ribbon Schools Program**
- Honored more than 100 times as **California Distinguished Schools**
- The District's Title I schools have also achieved distinction through multiple recognitions as **California Academic Achievement Award** winners.
- One of only a handful of districts in California to be named an **Honor Roll School District** by California Businesses for Excellence in Education
- **Only school district in the nation** to have all five of its intermediate schools designated as **Taking Center Stage – Schools to Watch**

### CART (The Center for Advanced Research and Technology)

A collaborative effort between the Clovis and Fresno Unified School Districts, CART is the most comprehensive, state-of-the-art education reform effort at the secondary level to date in the region. CART combines **rigorous academics with technical, design, process, entrepreneurial, and critical thinking skills**.



The 75,000 square foot CART campus is designed as a high performance business atmosphere and organized around four career clusters: Professional Sciences, Engineering, Advanced Communications, and Global Dynamics. Within each cluster are several career-specific laboratories in which students complete industry-based projects and receive academic credit for advanced English, science, social science and technology.

Eleventh and twelfth grade students from the Clovis and Fresno Unified School Districts are bused to CART where they attend half-day classes in one of the laboratories taught by teams of instructors from both education and business.

### University High School

Ranked as the **7th best high school in California and 65th nationwide** by U.S. News and World Report, University High School is a public charter school located on the campus of California State University, Fresno (Fresno State). The school's curriculum focuses on science, technology, and music with four science labs, three music rooms, and a state-of-the-art computer lab.



Edison High School



Historic Fresno High School

# LOCATION

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- INTERNATIONAL AIRPORTS
- LOCATION & INFRASTRUCTURE
- SEISMIC STABILITY



Aerial of Fresno-Yosemite International Airport

# INTERNATIONAL AIRPORTS



## Norman Y. Mineta San Jose International Airport (SJC)

A short 45 to 53 minute commute by 2025 via high-speed rail, SJC offers non-stop flights to 17 destinations, including New York, Washington D.C., Los Angeles, and Seattle.



*Mineta San Jose International Airport*

## Fresno-Yosemite International Airport (FYI)

A 10-minute drive from Downtown Fresno, Fresno-Yosemite International offers non-stop flights to 11 destinations, including San Francisco, Los Angeles, and Seattle. As FYI continues to set annual passenger records, non-stop service to various mid-west and east coast destinations are in the works.



*Fresno-Yosemite International Airport*

# LOCATION & INFRASTRUCTURE



## Centrally Located

Fresno County is centrally located between the major markets of northern and southern California, with access to two of the state's major transportation corridors in **CA-99 and I-5**.

## Measure C

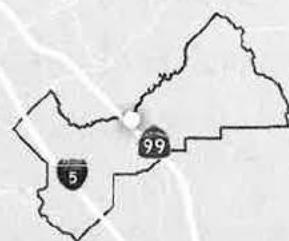
Much of Fresno County's road and highway improvements are funded by Measure C, a half-cent sales tax aimed at **improving the overall quality of Fresno County's transportation system**. In its first 20 years, Measure C delivered more than \$1 billion of improvements to state highways and county roadways, including the building of additional lanes on freeways throughout the County. As a result of the successful original measure, Fresno County **voters chose to extend Measure C for an additional 20 years**.

## Average Commute

According to a March 2015 Brookings Institute report analyzing the nation's top 96 Large Metro areas, **Fresno – at 5.6 miles – has the 7th shortest typical commute distance in the country**.

## Time Zone

**Fresno is located in the same Time Zone as Seattle**, allowing for minimal impacts of business operations with Amazon's Seattle headquarters.



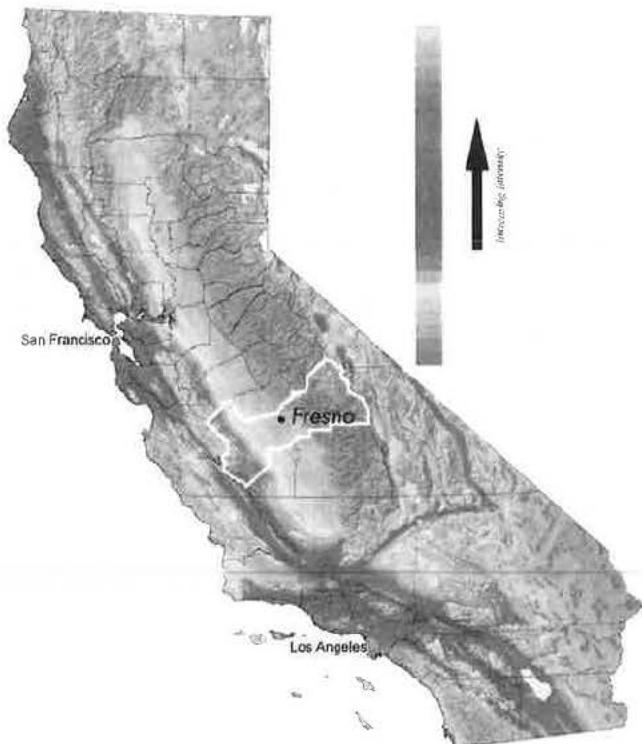
| City/Region    | Distance from Fresno |
|----------------|----------------------|
| Silicon Valley | 140 miles            |
| Sacramento     | 145 miles            |
| Los Angeles    | 192 miles            |
| Reno           | 285 miles            |
| San Diego      | 315 miles            |
| Las Vegas      | 385 miles            |
| Phoenix        | 580 miles            |

# SEISMIC STABILITY



It is a well-known fact that California is earthquake country. However, very few realize that not all of California is subject to the same degree of seismic risk. Unlike many other major metropolitan areas in California, in particular Los Angeles and the Bay Area, Fresno is located in a region that is seismically stable. **There are no significant earthquake faults in the Fresno area and few major California cities can match the safety record and low seismic risk of Fresno.**

Fresno is at low risk for earthquakes because of its inland location, flat topography, relatively stable soil condition, and the absence of active faults in the area.



## California Seismic Hazard Map

An inland location & flat typography

Source: Kalkan, Wills and Branum, Seismic Hazard Mapping of California Considering Site Effects, Earthquake Spectra, Nov. 2010



# QUALITY OF LIFE

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- RECREATION & ENTERTAINMENT
- PARKS, TRAILS, AND MORE
- SPORTS
- WEATHER
- HEALTHCARE
- PUBLIC SAFETY

# RECREATION & ENTERTAINMENT

## A Few Ways to Take Advantage of What the Region Has to Offer

- **Explore the outdoors.** Not only does the Fresno metro region have three rivers that run through it, the San Joaquin, Fresno, and the Kings, there are also three national parks nearby, including Yosemite, Sequoia, and Kings Canyon.
- **Enjoy what's in season.** The region is one of the most productive farming areas in the world, take advantage. The area is loaded with farmers markets that offer freshly picked fruits and vegetables. Many of the markets are seasonal but the county also has several year-round markets as well.
- **Taco 'bout tacos!** Fresno is the self-appointed taco capital of the state. There is a major festival devoted to the beloved taco – **The Taco Truck Throwdown** – hosted by Fresno's AAA baseball team, the Fresno Grizzlies. During this event the Grizzlies' alter-ego, the Fresno Tacos, make an appearance. Now in its 7th year, the popularity of the Taco Truck Throwdown has turned this single-day event into a two-day event.
- **Visit the Fresno Chaffee Zoo, a local treasure.** Established in 1929, the Fresno Chaffee Zoo is located in Roeding Park near downtown Fresno. It recently underwent a major renovation and expansion, with the addition of the 13-acre **African Adventure** Experience, a giraffe feeding area, and sea lion exhibit. Work is currently underway on Phase 2 of the African Adventure, which will bring back hippos along with a host of other species. Much of this would not be possible without the support from Fresno County residents through Measure Z. Measure Z, a one-tenth of one percent sales tax measure, was renewed by Fresno County voters for an additional 10 years in 2014, thereby ensuring the zoo's future for decades to come.
- **Discover Fresno's art scene.** Along with the **Fresno Art Museum**, Fresno is home to **Arte Américas**, the **African-American Historical and Cultural Museum** of the San Joaquin Valley, and **Fresno County's Historical Museum**. **Art Hop**, one of the coolest events the city has, occurs the first Thursday night of each month and is devoted to visiting art galleries, retailers, and restaurants featuring the work of local artists.
- **See a concert.** Whether it's at the Save Mart Center, which hosts the biggest names in music – i.e Rolling Stones, Paul McCartney, Blake Shelton, Selena Gomez, Bruno Mars – or a more intimate venue, Fresno has it all. The **Save Mart Center**, located at Fresno State, was **ranked as the 4th best arena in the U.S.** by "Venues Today" based on its concerts and events. The intimate venues include the **Woodward Park Rotary Amphitheater**, the **Saroyan Theatre**, **Fulton 55**, and **Strummer's** to name a few. Fresno also has the Fresno Philharmonic and a regular schedule of touring Broadway shows.



Shaver Lake Fireworks Spectacular & Boat Parade



Fresno Chaffee Zoo

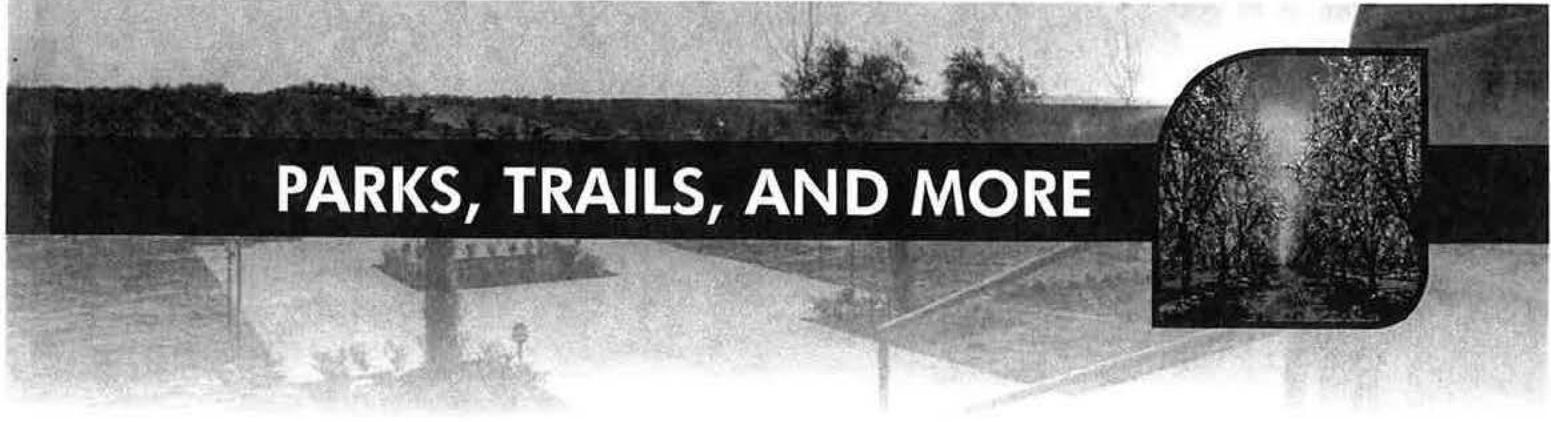


Fresno's Vineyard Farmers Market



Saroyan Theatre

# PARKS, TRAILS, AND MORE



## Parks

Whether it's for a family picnic, day fishing trip, or hiking, the Fresno metro region has a variety of parks that suit a wide range of uses. There are over **3,200 acres of park and green space facilities** alone between the County of Fresno, City of Fresno, and City of Clovis. The larger parks include Avocado Lake Park, Dry Creek Park, Kearney Park, Roeding Park, Woodward Park, and Fresno's Regional Sports Complex.

## Pedestrian and Bike Trails

The cities of Clovis and Fresno currently have a 65-mile network of shared-use pedestrian and bike trails. While this network of urban trails has experienced rapid growth over the last 7 years, it pales in comparison to what has been outlined in the 2016 Active Transportation Plan. Due partly to the increasing popularity of the pedestrian and bike trails, the cities have **proposed developing their pedestrian and bike trail networks by a combined 215 miles.**

The most recent noteworthy trail development was the completion of the **Dry Creek Trailhead** in north Clovis. The site, which is used by 2 million people annually, was designed to capture storm water to replenish groundwater supplies. The Dry Creek Trailhead has subsequently **won various state and national awards** for its creative design that helps address the issues related to diminishing water supplies.

## Fresno County Blossom Trail

This 62-mile self-guided tour through Fresno County's orchards was created to celebrate and feature the natural beauty of the region's agriculture and historical points of interest. The Blossom Trail, which peaks in late February through March, consists of panoramas of fruit tree orchards alive with fragrance and bursting with blossoms.

## Madera Wine Trail

Grapes have been one of the top crops grown in Fresno and Madera counties since at least the early 1900's. So it's no surprise to find nationally recognized wineries and wine trails in our backyard. The region's top wine trail, the Madera Wine Trail, is made up of 9 small, family-owned wineries in Madera County. Many of these wineries are situated in the midst of the vineyards from which they harvest their grapes. The Madera Wine Trail hosts a variety of events throughout the year, with **Wine Showcase Days** as its most popular and featured event.

## Ski Resorts

For those that enjoy winter sports or just relish that cup of hot cocoa at the ski lodge, Fresno County is home to one ski resort, **China Peak Mountain Resort**, and is within close proximity of a second, **Yosemite Ski & Snowboard Area** (formerly Badger Pass Ski Area).

# SPORTS

In addition to being able to play your favorite sport nearly year-round, Fresno offers a variety of college and professional sports teams to root for.



## Fresno Grizzlies

**Sport:** Baseball

**Type:** Professional - Triple-A (affiliate of the Houston Astros)

**League:** Minor League Baseball - Pacific Coast League

**Season:** April - September

**Venue:** Chukchansi Park (12,500 capacity)



Grizzlies in their Fresno Tacos alternate uniforms



## Fresno Football Club (Fresno FC)

**Sport:** Soccer

**Type:** Professional - Division II (MLS affiliate TBD)

**League:** United Soccer League (USL) - Western Conference

**Season:** March - October

**Venue:** Chukchansi Park (8,400 capacity)

## Notable Collegiate Programs



### Fresno State Bulldogs - Football

**Sport:** Football

**Division:** NCAA Division I - Football Bowl Subdivision

**Conference:** Mountain West (MW) - West Division

**Season:** August - November

**Venue:** Bulldog Stadium (41,031 capacity)

Former Bulldogs



Derek Carr, QB - Oakland Raiders



### Fresno State Bulldogs - Men's Basketball

**Sport:** Basketball

**Division:** NCAA Division I

**Conference:** Mountain West (MW)

**Season:** November - March

**Venue:** Save Mart Center (15,596 capacity)



Paul George, SF - Oklahoma City Thunder



### Fresno State Bulldogs - Baseball

**Sport:** Baseball

**Division:** NCAA Division I

**Conference:** Mountain West (MW)

**Season:** February - May

**Venue:** Pete Beiden Field (5,757 capacity)



Aaron Judge, RF - New York Yankees

# WEATHER

## CLIMATE

The sun shines on Fresno County 288 days a year resulting in one of the nation's most hospitable and Mediterranean-like climates. The average high temperature is 76.5 degrees and the average low temperature is 50.4 degrees. Average rainfall is 11.50 inches. Fresno's elevation is 308 feet but, countywide, elevations range from 100 feet to 14,248 feet at the top of the peak of North Palisade in the Sierra Nevada Mountain Range.

**Sunshine** **288 days/year**

**Elevation** **308 ft.**

**Average Rainfall** **11.50 inches<sup>1</sup>**

**Average Snowfall** **Negligible**

**Prevailing Winds** **North, 4 mph**

**“** Fresno truly has something  
for everyone **”**

1. Fresno, CA; California Nevada River Forecast Center, Climate Station Precipitation Summary

| Month                         | Jan  | Feb  | Mar  | Apr  | May  | Jun  | Jul  | Aug  | Sep  | Oct  | Nov  | Dec  |
|-------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| <b>Avg. High Temp.</b>        | 54.6 | 61.5 | 67.0 | 74.4 | 83.5 | 91.7 | 98.3 | 96.4 | 90.8 | 79.7 | 65.3 | 54.7 |
| <b>Avg. Low Temp.</b>         | 37.6 | 40.7 | 43.8 | 48.0 | 54.3 | 60.5 | 65.7 | 64.0 | 59.7 | 51.2 | 42.4 | 37.3 |
| <b>Avg. Rainfall (Inches)</b> | 2.09 | 1.90 | 1.89 | 1.03 | 0.36 | 0.16 | 0.01 | 0.01 | 0.15 | 0.53 | 1.13 | 1.64 |

Source: Western Regional Climate Center, 01/01/1948 to 06/09/2016 at Fresno-Yosemite Intl Airport, Fresno, CA





# HEALTH CARE

## Hospitals By the Numbers

| Fresno Metro Area |       |
|-------------------|-------|
| Hospitals         | 14    |
| Licensed Beds     | 4,072 |

## Hospitals

General Acute Care in Fresno Metro Area



### Community Regional Medical Center, Fresno

Licensed beds: 791

Flagship hospital of Community Medical Center's acute-care facilities. 11th largest GAC hospital in California.

◆ Fresno is the hub for the full continuum of medical and healthcare related resources for Central California ◆



### Saint Agnes Medical Center, Fresno

Licensed beds: 436

Consumer Choice Award winner among best hospitals in the U.S. for 19 consecutive years (1996 - 2014).



### Kaiser Permanente Fresno Medical Center

Licensed beds: 169

Certified as a Primary Stroke Center for its compliance with nationally-developed standards for stroke care.



### Valley Children's Hospital

Licensed beds: 358

Premier pediatric medical center which treats more inpatient cases in California than any pediatric hospital north of San Diego.



### San Joaquin Valley Rehabilitation Hospital

Licensed beds: 62

Provides comprehensive physical rehabilitation to patients who have suffered a debilitating injury or illness.



### Clovis Community Medical Center

Licensed beds: 208

Only comprehensive hospital in the area with all-private rooms. Recent expansion included a 5-story bed tower and Women's Pavilion.



### Fresno Heart and Surgical Hospital

Licensed beds: 57

Has earned a 5-star rating in carotid surgery for five years (2009-2013) from Healthgrades.



### VA Central California Fresno Medical Center

Licensed beds: 174

A General Medicine and Surgery teaching hospital that serves over 28,000 veterans in the San Joaquin Valley.



### Fresno Surgical Hospital

Licensed beds: 27

Physician-owned hospital that delivers high-quality surgical care. Earned the Joint Commission Gold Seal of Approval in 2005.

# PUBLIC SAFETY

## Fresno Police Department and Crime Statistics

Led by Fresno Police Chief Jerry Dyer, the crime rate in the city of Fresno has experienced a marked decline across all categories over the last ten years. **The Violent Crime Rate has declined by 59.4% and the Property Crime Rate has declined by 61.7% between 2007 and 2016.** Additionally, the City of Fresno has budgeted for an increase of police personnel by allocating funds for an additional 21 sworn police officers.



Fresno Police Chief Jerry Dyer

### City of Fresno Property Crime Rates per 100,000<sup>1</sup>

| Year         | Total Property Crimes | Burglary | Larceny-Theft | Motor Vehicle Theft |
|--------------|-----------------------|----------|---------------|---------------------|
| 2007         | <b>4,359</b>          | 810      | 2,713         | 836                 |
| 2012         | <b>2,062</b>          | 483      | 1,218         | 361                 |
| 2013         | <b>1,910</b>          | 409      | 1,043         | 458                 |
| 2014         | <b>1,694</b>          | 385      | 1,073         | 236                 |
| 2015         | <b>1,697</b>          | 327      | 1,148         | 222                 |
| 2016         | <b>1,668</b>          | 282      | 1,142         | 244                 |
| 5 yr average | <b>1,806.2</b>        | 377.2    | 1,124.8       | 304.2               |

### City of Fresno Violent Crime Rates per 100,000<sup>1</sup>

| Year         | Total Violent Crimes | Homicide | Rape | Robbery | Aggravated Assault |
|--------------|----------------------|----------|------|---------|--------------------|
| 2007         | <b>633</b>           | 11       | 21   | 230     | 372                |
| 2012         | <b>222</b>           | 5        | 3    | 78      | 136                |
| 2013         | <b>194</b>           | 4        | 4    | 62      | 124                |
| 2014         | <b>199</b>           | 3        | 4    | 71      | 121                |
| 2015         | <b>259</b>           | 2        | 16   | 85      | 156                |
| 2016         | <b>257</b>           | 9        | 15   | 75      | 158                |
| 5 yr average | <b>226.2</b>         | 4.6      | 8.4  | 74.2    | 139.0              |

1. Crime statistics sourced from the Fresno Police Department.

Crime rate – A crime rate describes the number of crimes reported to law enforcement agencies for every 100,000 persons within a population. A crime rate is calculated by dividing the number of reported crimes by the total population. The result is then multiplied by 100,000.

# COST-OF-LIVING

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- HOUSING MARKET
- COST-OF-LIVING COMPARISON



# HOUSING MARKET



The most significant factor contributing to Fresno's affordable cost of living is affordable housing. The relatively low cost of housing in Fresno attracts many new residents to the region. These new residents arrive from all parts of the country but especially from California's large metropolitan areas.

Real estate markets increasingly depend on strong fundamentals to drive sustainable housing activity. The Fresno housing market possesses these strong fundamentals; solid job growth, low vacancy rate, a market not overvalued, and affordability, amongst other factors. Thanks to the presence of these fundamentals, the Fresno housing market was ranked as the healthiest in the United States entering 2016 according to a report issued by mortgage industry leader Freddie Mac.

**"The Fresno metropolitan area ranks #1 as the healthiest housing market in the U.S. "**

Multi-Indicator Market Index®  
Freddie Mac

**Median Sales Price of Homes Sold,  
August 2017**

| Region                    | Median Price       |
|---------------------------|--------------------|
| <b>Fresno County</b>      | <b>\$259,000</b>   |
| Clovis, CA                | \$309,500          |
| Fresno, CA                | \$237,500          |
| <b>Alameda County</b>     | <b>\$820,000</b>   |
| Berkeley, CA              | \$1,150,000        |
| Oakland, CA               | \$639,500          |
| <b>Los Angeles County</b> | <b>\$575,000</b>   |
| Los Angeles, CA           | \$745,000          |
| Santa Monica, CA          | \$1,395,000        |
| <b>San Francisco, CA</b>  | <b>\$1,200,000</b> |
| <b>Santa Clara County</b> | <b>\$935,000</b>   |
| San Jose, CA              | \$820,000          |
| Sunnyvale, CA             | \$1,325,000        |
| <b>King County</b>        | <b>\$650,000</b>   |
| Seattle, WA               | \$730,000          |
| Bellevue, WA              | \$880,500          |

California Home Sale Activity by City, CoreLogic,  
Aug 2017; Northwest Multiple Listing Service



# COST-OF-LIVING



## Fresno is One of the Country's Most Affordable Places to Live

According to a survey conducted by the financial website GoBankingRates, Fresno is one of the country's most affordable places to live. While it's not exactly a surprise to see Fresno rank high on this list because of the cost of housing, other contributing factors include cost of groceries, transportation, and health care.

How does a \$50,000 annual salary in Fresno, CA compare in other metropolitan areas across the state and country? The table below lists the equivalent salary for the selected metro areas:

| Comparable Salary in Select Metropolitan Areas<br>to a \$50,000 Salary in Fresno, CA |                      |                  |                    |            |              |             |
|--|----------------------|------------------|--------------------|------------|--------------|-------------|
| Sunnyvale,<br>CA   | San Francisco,<br>CA | San Diego,<br>CA | Los Angeles,<br>CA | Boston, MA | New York, NY | Seattle, WA |
| \$111,500  | \$85,500             | \$72,000         | \$71,500           | \$70,000   | \$114,500    | \$72,500    |

Source: PayScale "Cost of Living Calculator"

Graphic from GoBankingRates' cost-of-living comparison survey

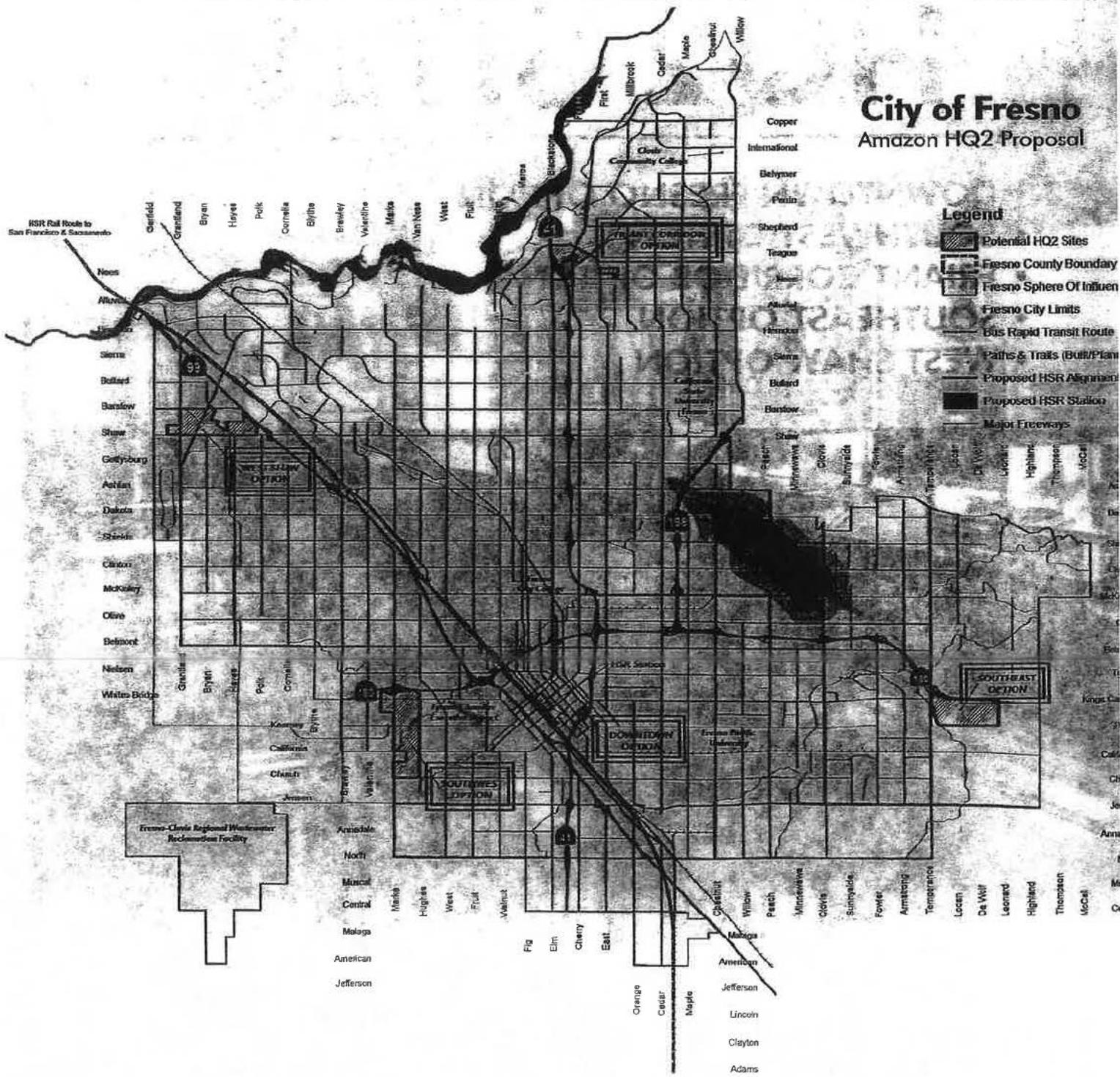


# PROPOSED HQ2 SITES

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- DOWNTOWN FRESNO OPTION
- SOUTHWEST OPTION
- FRIANT CORRIDOR OPTION
- SOUTHEAST OPTION
- WEST SHAW OPTION

## AMAZON HQ2 OPTIONS



# DOWNTOWN FRESNO OPTION

## About Downtown Fresno Option

**Office Space Potential:** 10 million to 13 million square feet

**Area:** Approximately 29.6 acres

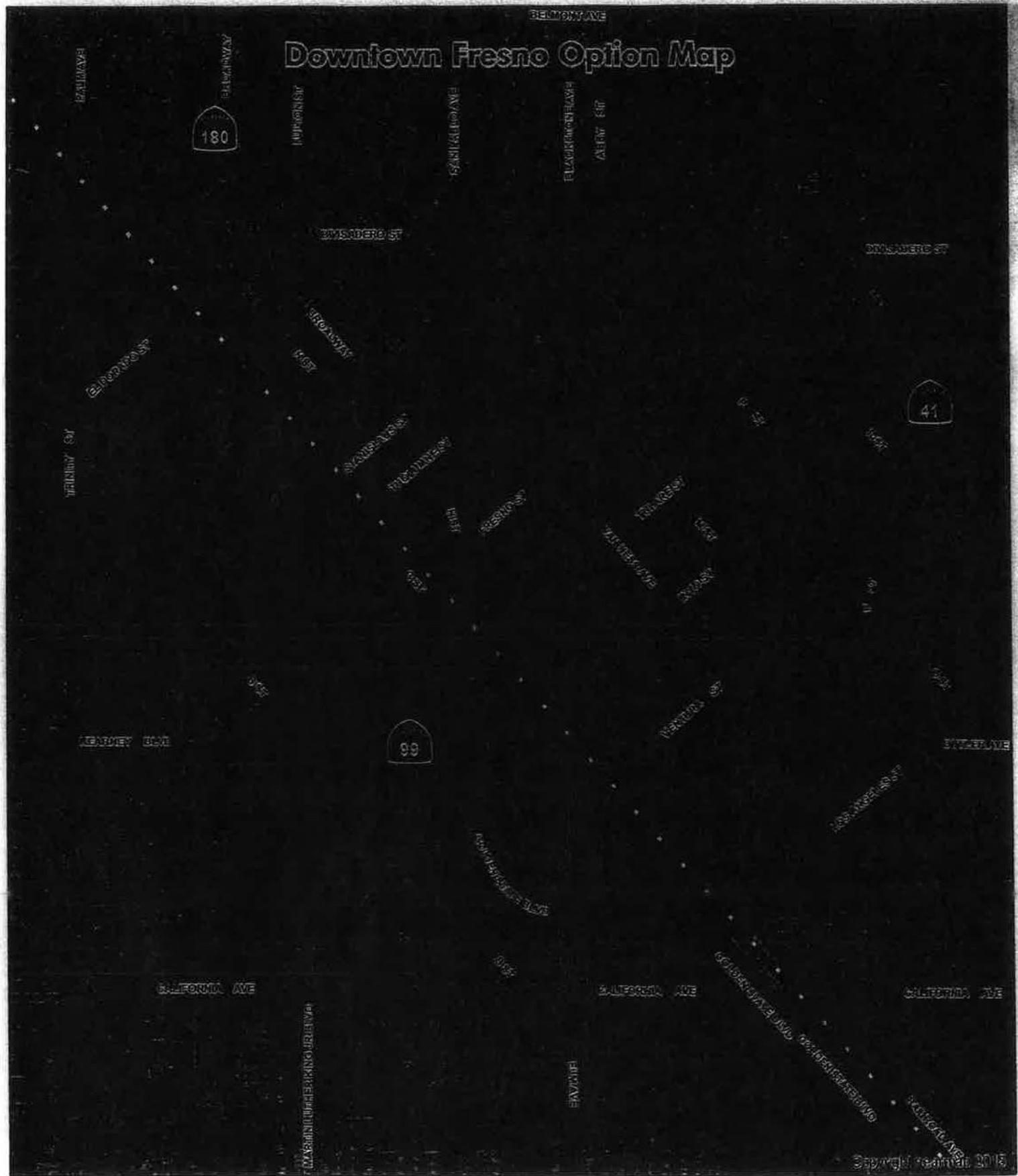
Downtown Fresno is the premier location in North America for a compact, urban, and transit-connected Amazon HQ2. It has excellent access to the future High Speed Rail station, which will provide rail service directly to Downtown San Jose with an approximate 45-minute ride time. State Highway 99, which passes through Downtown, provides easy access to the San Francisco Bay area and the Los Angeles area. Downtown is only 6 miles from Fresno Yosemite International airport (FYI).

Downtown Fresno features many beautiful historic buildings, a large outdoor public art collection, private art galleries, an Ale Trail featuring several craft breweries, many unique restaurants, a Triple-A baseball stadium, a regional hospital, and a large convention center. In recent years 600 apartments have been constructed, with another 1,000 in the pipeline, and 10,000 anticipated over the next decade. Presently, about 35,000 people work in Downtown Fresno. It is a revitalizing urban core that will provide a fun living and working environment for millennial tech sector employees.

Downtown Fresno can easily accommodate 10-13 million square feet of office space in a series of proximate but non-contiguous sites. The High Speed Rail station area has several large vacant sites totaling about 21 acres, as well as a large underdeveloped site across the street from the station of about 4 acres. All of these properties feature flexible zoning with no parking requirement for commercial development and no limitation on floor area ratio or lot coverage. Rather, the City has put in place a new innovative form-based code focused on creating pedestrian-friendly and attractive streetscapes. Buildings are allowed up to 15 stories in height, by right, and can go higher with a conditional use permit (CUP). Three historic mid-rise structures (the Helm, Mattei, and Bank of Italy buildings) are immediately available and could not only accommodate nearly 200,000 square feet of office space, but could also provide a dramatic presence for HQ2.

Another area within Downtown, known as Old Armenian Town, has several vacant sites totaling about 4.6 acres which can accommodate substantial office development as well. The zoning in Old Armenian Town is the same as the train station area, with the exception of the height limit being 10 stories or higher with a CUP.

# Downtown Fresno Option Map



## Legend

### Potential Downtown Properties

Historic Rehab  
Underdeveloped

36 Vacant

0.125 0.25

Fresno City Limits — Major Freeways

HSR Alignment

+ Rail Roads

0.5 0.75 Miles

City of  
**FRESNO** 

### Amazon HQ2 Proposal

**Downtown Option**

**Office Space Potential:**

**10 Million to 13 Million Sq. Ft.**

# SOUTHWEST FRESNO OPTION



## About Southwest Fresno Option

**Area:** 542 acres

Southwest Fresno provides another opportunity for a walkable, mixed-use suburban campus for Amazon HQ2. This option sits adjacent to State Highway 180, which links easily to Highway 99 and therefore to the San Francisco Bay area and the Los Angeles area. It also lies only 2 miles to the west of Downtown Fresno and its future High Speed Rail station.

California Avenue, which links to this site, is planned by the City of Fresno as a dense, mixed-use, transit-oriented corridor. It will be served by a future expansion of the Bus Rapid Transit system, which will link the site to Downtown Fresno and High Speed Rail.

The Southwest Fresno site consists of 542 acres of vacant land. It is presently planned for primarily residential uses, but a new plan could be explored that would accommodate HQ2. The large vacant site under single ownership could easily hold more than 8 million square feet of office space if rezoned accordingly.

# Southwest Option Map

99

## Legend

- Pote
- Fres
- Fres
- 38 0.125



180

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ntial HQ2 Site

HSR Alignment

no Sphere Of Influence

Major Freeways

no City Limits

Rail Roads

0.25

0.5

0.75 Miles

City of

**FRESNO**



**Amazon HQ2 Proposal**

**Southwest Option**

**+/- 542 Acres**

# FRIANT CORRIDOR OPTION



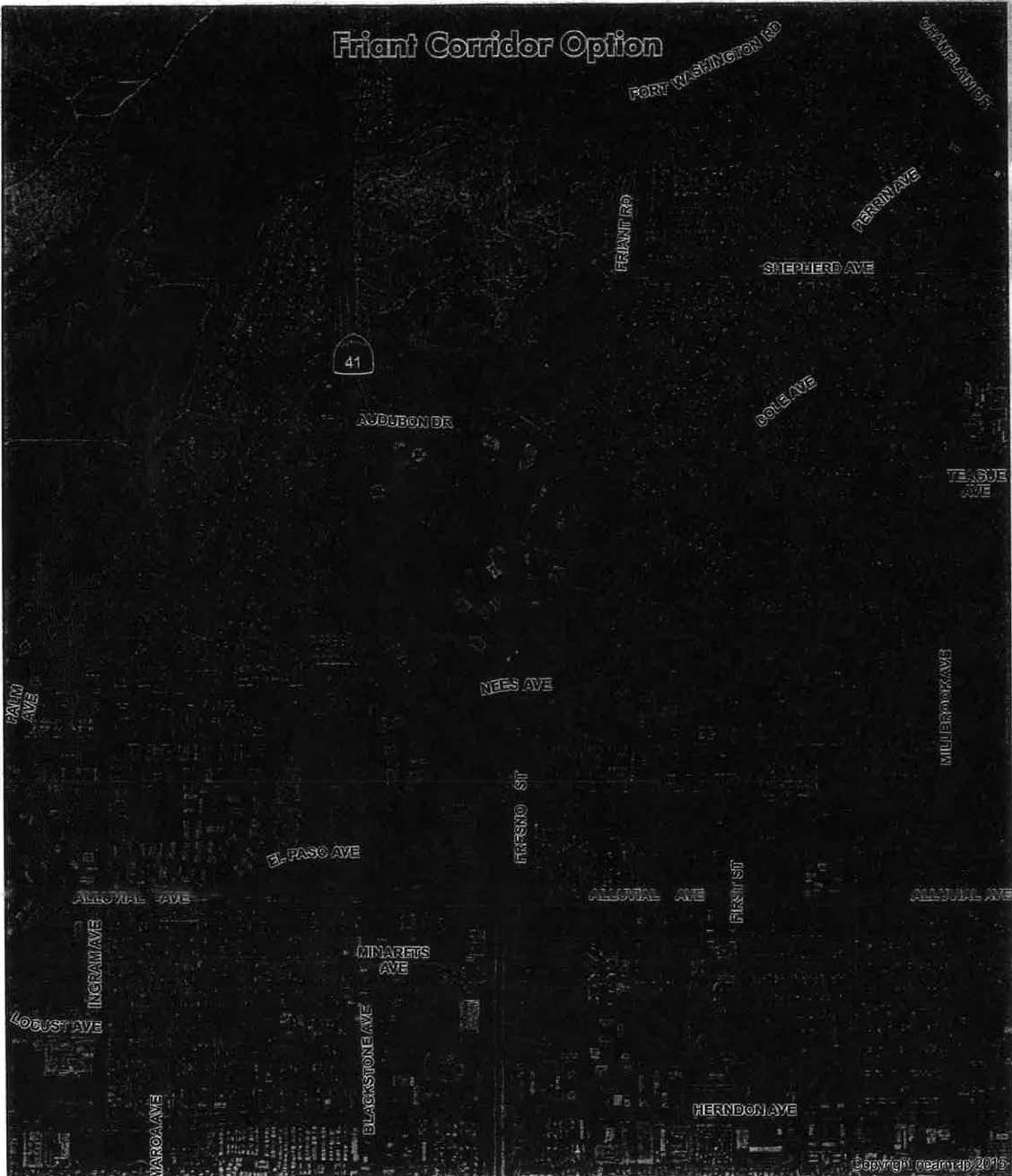
## About Friant Corridor Option

**Area:** 190 acres

The Friant Avenue Corridor provides an opportunity for a mid-rise suburban office cluster. There are about 190 acres of land in this area, some of which is vacant, and some of which is developed. The developed areas feature mid-rise buildings with both surface parking and structured parking that could add tremendous office capacity to the area. This option sits adjacent to State Highway 41, which links easily to Highway 99 and therefore to the San Francisco Bay area and the Los Angeles area.

The Friant Corridor is planned and zoned for intense office use, with a permitted floor area ratio of 2.0. Buildings of 60 feet in height are allowed by right, and may rise to 120 feet with a conditional use permit.

# Friant Corridor Option



Copyright nearmap 2015

## Legend

|    |                            |      |     |      |
|----|----------------------------|------|-----|------|
|    | Potential HQ2 Site         |      |     |      |
|    | Fresno Sphere Of Influence |      |     |      |
|    | Major Freeways             |      |     |      |
|    | Rail Roads                 |      |     |      |
|    | Fresno City Limits         |      |     |      |
| 40 | Miles                      |      |     |      |
| 0  | 0.125                      | 0.25 | 0.5 | 0.75 |

City of  
**FRESNO**

Amazon HQ2 Proposal

*Friant Corridor Option*

+/- 190 Acres

# SOUTHEAST OPTION



## About Southeast Option

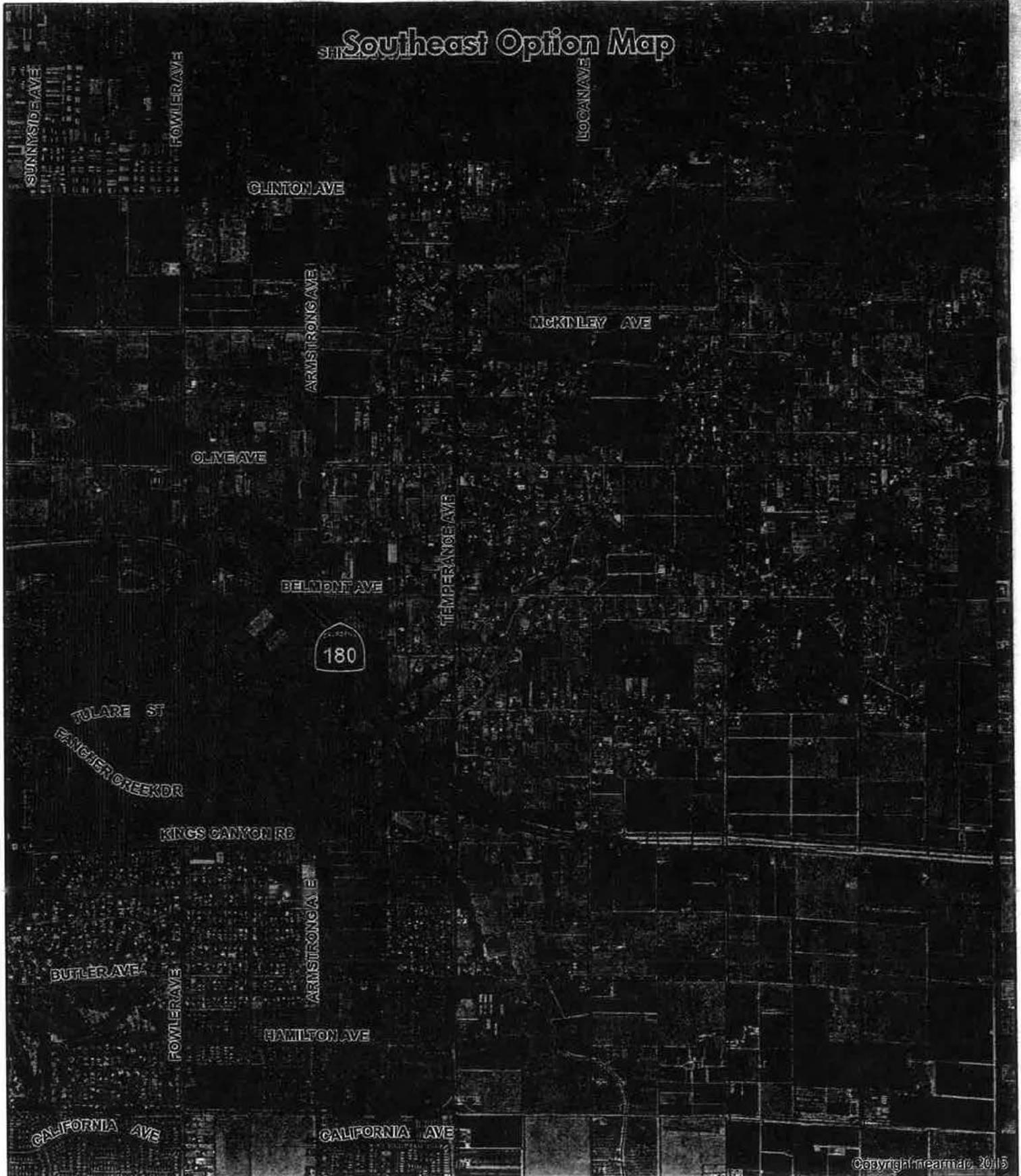
**Area:** 390 acres

With the Southeast Option there is a unique opportunity to build out part of a plan by renowned urban designer and planner Peter Calthorpe. His plan envisioned a large mixed use center, adjacent business parks, and residential neighborhoods. This option is adjacent to State Highway 180 which links easily to Highway 99 and therefore to the San Francisco Bay area and the Los Angeles area.

Kings Canyon Road runs through the heart of this potential growth area and a Bus Rapid Transit (BRT) system is being implemented along a different segment of the Kings Canyon corridor, to the west of this site. A future expansion of the BRT could provide easy transit access to Downtown Fresno and High Speed Rail. This site is four miles from FYI.

The Southeast Option has about 390 acres of vacant land planned for future mixed-use development which could accommodate 8 million square feet of office space, as well as residential, retail, and entertainment uses.

# Southeast Option Map



## Legend

|                    |                            |     |                |
|--------------------|----------------------------|-----|----------------|
|                    | Potential HQ2 Site         |     | Major Freeways |
|                    | Fresno Sphere Of Influence |     | Rail Roads     |
| Fresno City Limits |                            |     |                |
| 0                  | 0.25                       | 0.5 | 1              |
| 42                 |                            |     | 1.5 Miles      |

City of  
**FRESNO**   
 Amazon HQ2 Proposal  
*Southeast Option*  
 +/- 390 Acres

# WEST SHAW OPTION



## About West Shaw Option

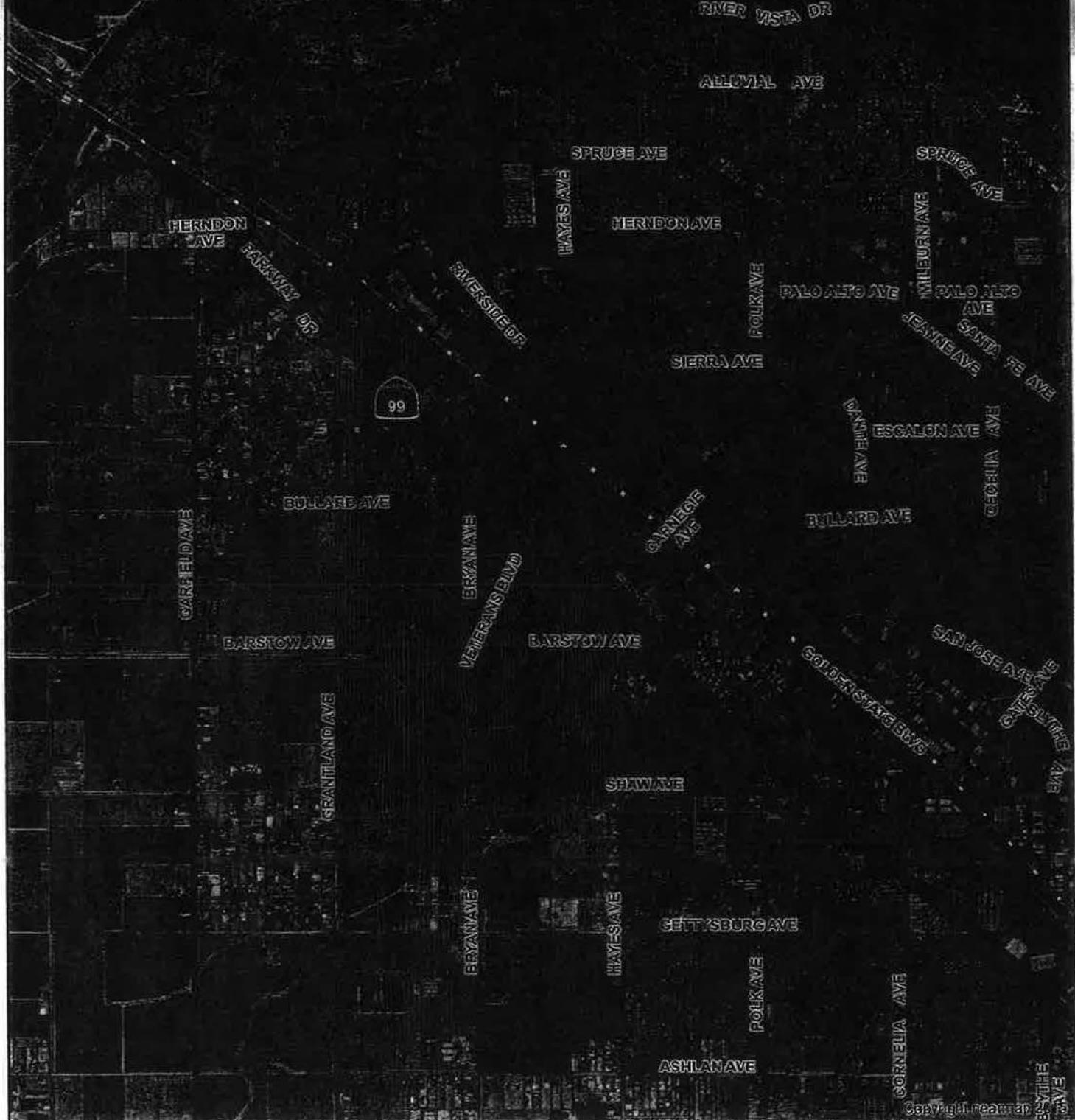
**Area:** 350 acres

West Shaw Avenue in northwest Fresno provides opportunities for a suburban, yet walkable and mixed -use campus for Amazon HQ2. This option sits adjacent to State Highway 99, which provides access to the San Francisco Bay area and the Los Angeles area.

Shaw Avenue has been planned by the City of Fresno as a dense, transit-oriented corridor. It is served by Fresno Area Express's (FAX) new FAX15 service, which provides high-frequency bus service along the Shaw corridor, and which links to Downtown Fresno via the Blackstone Avenue Bus Rapid Transit corridor.

West Shaw has 350 acres of vacant land with mixed-use zoning in place than can accommodate well over 8 million square feet of office space as well as residential, retail, and entertainment uses. This zoning features parking requirements that are lower than the standard in other parts of the City, and a permitted floor area ratio of 1.5 to 2.0 allows a very dense and innovative build-out for this location.

# West Shaw Option Map



## Legend

- |  |                            |  |                |
|--|----------------------------|--|----------------|
|  | Potential HQ2 Site         |  | HSR Alignment  |
|  | Fresno Sphere Of Influence |  | Major Freeways |
|  | Fresno City Limits         |  | Rail Roads     |

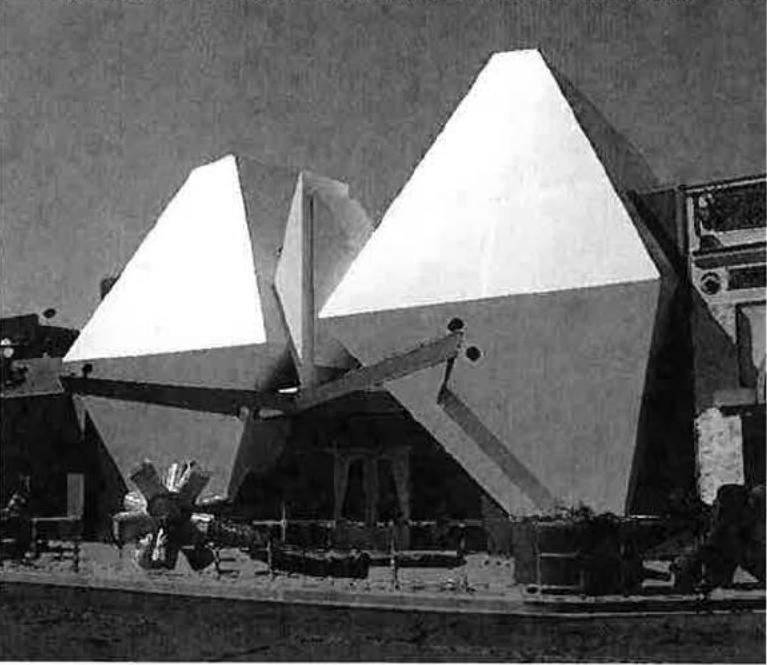
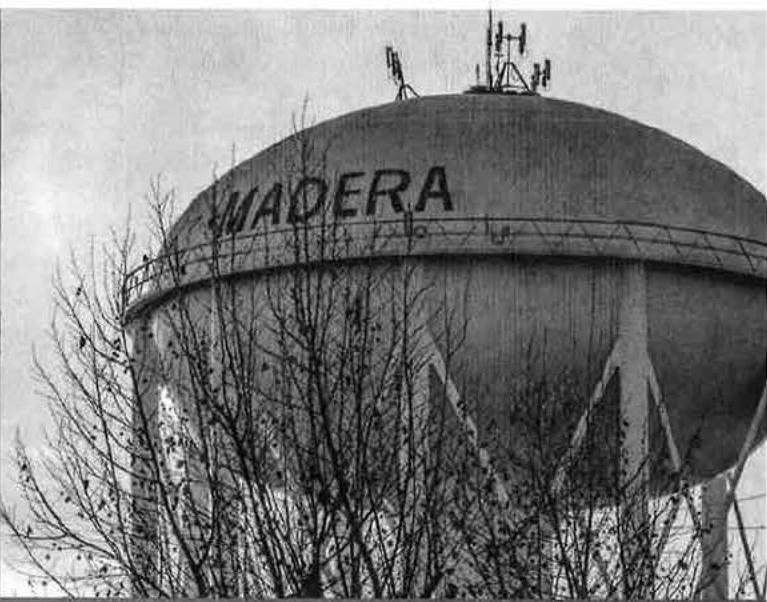
0    0.25    0.5    1    1.5  
Miles

44

City of  
**FRESNO**   
**Amazon HQ2 Proposal**  
**West Shaw Option**  
**+/- 350 Acres**

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# COMMUNITY SUPPORT





OFFICE OF THE GOVERNOR

October 11, 2017

Jeffrey Bezos  
1200 12<sup>th</sup> Avenue South  
Suite 1200  
Seattle, WA 98144

Dear Mr. Bezos,

I write to encourage you to give careful consideration to the many California cities interested in becoming the next home for Amazon's newest headquarters.

Having already invested in new facilities in our state, and partnered with us on smart public policy solutions, Amazon knows firsthand what California has to offer – but it bears repeating.

The Golden State is home to the best universities and research institutions in the world, a uniquely qualified and talented workforce and the most dynamic combination of innovation and investment on the planet. In fact, more than half of all venture capital investment flows to California and more than a quarter of all new patents in America originate here. We also lead the nation in manufacturing output and jobs.

Beyond these strengths, we have a government in California that works – and our public investment in infrastructure and affordable housing solutions is unparalleled. In recent months I signed landmark legislation – passed by supermajority votes in the State Legislature – to help increase the supply and affordability of housing in California and invest \$54 billion in our roads over the next ten years. We are also building the country's only high-speed rail system.

These are among the many reasons why 53 Fortune 500 companies are headquartered in cities across the state and why 24 of the 100 fastest growing companies – including four of the top ten – call California home. Put simply: there is no better place for a business like yours to continue to grow.

I look forward to speaking with you about how we can work together to bring Amazon's newest headquarters to California.

Sincerely,

A handwritten signature in black ink, appearing to read "Edmund G. Brown Jr."

Edmund G. Brown Jr.

GOVERNOR EDMUND G. BROWN JR. • SACRAMENTO, CALIFORNIA 95814 • (916) 445-2841



# County of Fresno

COUNTY ADMINISTRATIVE OFFICE

JEAN M. ROUSSEAU

COUNTY ADMINISTRATIVE OFFICER

October 16, 2017

Jeff Bezos  
Amazon.com, Inc.  
410 Terry Avenue North  
Seattle, WA 98109

**Subject:** Amazon HQ2

Dear Mr. Bezos:

On behalf of the County of Fresno, I am writing to express my support for the City of Fresno's Amazon HQ2 proposal. Home to the fifth largest city (Fresno) in the world's sixth largest economy, we believe the Fresno Metro Area is an ideal location for Amazonians to call home.

Fresno, California is the cultural and economic center of California's San Joaquin Valley. With a population of nearly 4.2 million, the San Joaquin Valley's population is larger than that of 24 U.S. states. Fresno County is among the fastest growing in the state, with an estimated growth rate of 22.4% by 2030, compared to the projected 13.4% growth for California as a whole.

Our collaborative efforts to grow and diversify Fresno County's \$38.8 billion economy is demonstrated by the job creation experienced since 2010. Between August of 2010 and 2017, Fresno County's unemployment rate has decreased by 6.9%, with a total of 50,000 jobs created. We look to continue our efforts to grow and diversify Fresno County's economy by attracting technology companies like Amazon to complement Fresno's organic growth within the industry.

Fresno is not only a great location for Amazon, but for its Amazonians as well. Whether it's the ability to purchase a home while still able to live comfortably, access to award-winning pedestrian and bike trials, or the ability to visit three world renowned national parks, Fresno County is unmatched in its affordability, diversity, and bounty of natural beauty.

As the birth place of high-speed rail in the United States, the region offers an incredible opportunity to leverage our talent and infrastructure, while being only a 45 minute commute from Silicon Valley. The County of Fresno is ready and able to partner with the City of Fresno to help meet the goals of Amazon's HQ2 project.

Should there be any questions, I can be reached at 559-600-1221 or [jrousseau@co.fresno.ca.us](mailto:jrousseau@co.fresno.ca.us).

Sincerely,

Jean M. Rousseau  
County Administrative Officer



# CITY of CLOVIS

1033 FIFTH STREET • CLOVIS, CA 93612

Larry Westerlund  
Economic Development Director  
City of Fresno  
2600 Fresno Street  
Fresno, CA 93721

Dear Mr. Westerlund,

The City of Clovis is proud to be partners with the City of Fresno in expanding our local economy and creating an excellent region to do business in. Our long tradition of collaborating has produced significant results. Our infrastructure is top notch thanks to this partnership and our regional efforts to attract businesses and grow our entrepreneurial community have shown success.

I was excited to hear the City of Fresno is submitting a proposal for the Amazon HQ 2 project. Our region offers an incredible opportunity to leverage our regional talent, top notch infrastructure, the low cost of land, and access to world class economies in the San Francisco Bay area and Southern California. The City of Clovis is ready and able to partner with the City of Fresno and the region to meet the goals of the Amazon HQ 2 project.

Please include us in any effort where we may be of assistance to you and as always, we value our partnership to making Fresno and Clovis a great place to do business. If I can answer any questions please feel free to contact me at (559) 324-2095 or [andrewh@cityofclovis.com](mailto:andrewh@cityofclovis.com).

Sincerely,

Andrew Haussler  
Community & Economic Development Director

City Manager 559.324.2060 • Community Services 559.324.2095 • Engineering 559.324.2350  
Finance 559.324.2130 • Fire 559.324.2200 • General Services 559.324.2060 • Personnel/Risk Management 559.324.2725  
Planning & Development Services 559.324.2340 • Police 559.324.2400 • Public Utilities 559.324.2600 • TTY-711

[www.cityofclovis.com](http://www.cityofclovis.com)



## BOARD OF SUPERVISORS COUNTY OF MADERA

MADERA COUNTY GOVERNMENT CENTER  
200 W. FOURTH STREET / MADERA, CALIFORNIA 93637  
(559) 675-7700 / FAX (559) 673-3302 / TDD (559) 675-8970

### MEMBERS OF THE BOARD

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MAX RODRIGUEZ  
TOM WHEELER

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October 17, 2017

Jeff Bezos  
Amazon.com, Inc.  
410 Terry Avenue North  
Seattle, WA 98109

Subject: Amazon HQ2

Dear Mr. Bezos:

On behalf of the County of Madera, I am writing to express my support for the City of Fresno's Amazon HQ2 proposal.

The Fresno Metro Area, which includes the County of Madera, is the cultural and economic center of California's San Joaquin Valley. With a population of nearly 4.2 million, the San Joaquin Valley's population is larger than that of 24 U.S. states. The Fresno Metro Area is among the fastest growing in the state, with an estimated growth rate of 22.4% by 2030, compared to the projected 13.4% growth for California as a whole.

Our collaborative efforts to grow and diversify our regional economy is demonstrated by the job creation experienced since 2010. Between August of 2010 and 2017, Fresno and Madera County's unemployment rate has decreased by 6.9% and 7.8% respectfully, with a total of 57,300 jobs created collectively. We look to continue our efforts to grow and diversify our local economy by attracting technology companies like Amazon to complement our community's organic growth within the industry.

Most importantly, the Fresno Metro Area is not only a great location for Amazon, but for its Amazonians as well. Whether it's the ability to purchase an affordable home while still able to live comfortably, access award-winning pedestrian and bike trails, or the ability to visit three world renowned national parks, Fresno and Madera Counties are unmatched in its affordability, diversity and bounty of natural beauty.

As the birth place of high-speed rail in the United States, the region offers an incredible opportunity to leverage our talent and infrastructure, while being only a 45 minute commute from Silicon Valley. The County of Madera is ready and able to partner with the City of Fresno to help meet the goals of Amazon's HQ2 project.

Should there be any questions, I can be reached at 559.662.6040 or [Maxr@Co.Madera.CA.Gov](mailto:Maxr@Co.Madera.CA.Gov)

Respectfully,

A handwritten signature in black ink, appearing to read "Max Rodriguez".

Max Rodriguez, Chairman  
Supervisor District 4



October 16, 2017

Jeff Bezos  
Amazon.com, Inc.  
410 Terry Avenue North  
Seattle, WA 98109

Subject: Amazon HQ2

Dear Mr. Bezos:

As Mayor of the City of Madera, I am writing to express my support for the City of Fresno's Amazon HQ2 proposal.

The Fresno Metro Area, which includes the City of Madera, is the cultural and economic center of California's San Joaquin Valley. With a population of nearly 4.2 million, the San Joaquin Valley's population is larger than that of 24 U.S. states. The Fresno Metro Area is among the fastest growing in the state, with an estimated growth rate of 22.4% by 2030, compared to the projected 13.4% growth for California as a whole.

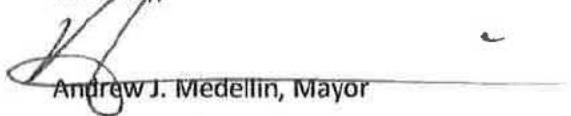
Our collaborative efforts to grow and diversify our regional economy is demonstrated by the job creation experienced since 2010. Between August of 2010 and 2017, Fresno and Madera County's unemployment rate has decreased by 6.9% and 7.8% respectfully, with a total of 57,300 jobs created collectively. We look to continue our efforts to grow and diversify our local economy by attracting technology companies like Amazon to complement our community's organic growth within the industry.

Most importantly, the Fresno Metro Area is not only a great location for Amazon, but for its Amazonians as well. Whether it's the ability to purchase an affordable home while still able to live comfortably, access award-winning pedestrian and bike trails, or the ability to visit three world renowned national parks, Fresno and Madera Counties are unmatched in its affordability, diversity and bounty of natural beauty.

As the birth place of high-speed rail in the United States, the region offers an incredible opportunity to leverage our talent and infrastructure, while being only a 45 minute commute from Silicon Valley. I will personally support efforts on behalf of the City of Madera to partner with the City of Fresno to help meet the goals of Amazon's HQ2 project.

Should there be any questions, I can be reached through the City Clerk at (559) 661-5405.

Sincerely,

  
Andrew J. Medellin, Mayor



October 13, 2017

CALIFORNIA  
STATE  
UNIVERSITY,  
FRESNO

Mr. Jeff Bezos, CEO  
Amazon, Inc.  
410 Terry Ave. North  
Seattle, WA 98109-5210

Dear Mr. Bezos:

I am pleased to provide this letter of support for the City of Fresno's proposal for the Amazon "HQ2" project. We are excited about this potential project locating in our great city.

The Fresno/Madera Metropolitan Statistical Area boasts a population of just over one million residents and is located in the heart of California's fastest growing region. Fresno is also the starting point for the visionary 21<sup>st</sup>-century transportation modal – the California High Speed Rail project. Furthermore, downtown Fresno is undergoing a major revival with new infrastructure improvements, business attraction and hi-tech development which has positioned our city for prosperity. Amazon's HQ2 project would be a tremendous addition to this exciting economic transformation.

As the largest higher education institution in the Central San Joaquin Valley, California State University, Fresno, has garnered national attention for its rise in college rankings from notable publications such as Washington Monthly and U.S. News & World Report, amongst others.

The University offers majors in 62 Bachelor's, 44 Master's and 3 Doctoral subject areas, including engineering, business, mathematics, science and technology. With over 200,000 alumni and 25,000 students, Fresno State is well suited to support the educational and workforce needs of your company.

Again, I am excited to offer my support for the City of Fresno's application for the "HQ2" project. I look forward to further discussions on how Fresno State can assist in making this project a reality for our region.

Sincerely,

A handwritten signature in black ink.

Joseph I. Castro, Ph.D., M.P.P.  
President

**Office of the President**

Harold H. Haak Administrative Center  
Henry Madden Library, Suite 4104  
5200 North Barton Ave. M/S ML48  
Fresno, California 93740-8014

559.278.2324  
Fax 559.278.4715